

## Abstract of the Disclosure

The present invention provides a system and method for information providing business that enhances a value of an information providing business.

The system for information providing business (server) 1 that provides the information (web page information) HO of the information provider O by way of the provision media (web pages) HD on which the information HO is placed, the system comprising information value estimating means for estimating a value of the information HO of the information provider O and privilege awarding means for awarding a privilege (prize money) PM to the information provider O in accordance with the value of the information HO.

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